



GROVE CITY, OHIO - CITY COUNCIL Agenda

June 10, 2024

5:30 PM

Special Meeting - Lower Level

Call to Order

Roll Call

Discussion on Community Center:

General Item PROS Consulting

General Item YMCA

Discussion on Different Forms of Government

Adjourn

Grove City Community Center Feasibility Study Findings



Agenda:

- How We Arrived Here - Milestones
- Process
- Similar Provider
- Key Stakeholder Focus Groups
- Recreation Trends
- Survey Results
- Priority Matrices
- Grove City and YMCA Survey Comparison
- Five & Ten-Minute Drive Times
- Next Steps



How We Arrived Here - Milestones



RECREATION CENTER TIMELINE

Ballot Vote

1996-The ballot issue was voted on by the residents and defeated by a 3-1 margin.

Campaign

The YMCA of Greater Columbus started a capital campaign to raise funds to build a YMCA in Fryer Park.

Grand Opening

The Grove City YMCA opened its doors in Grove City.

1995

1996

1998

1999

2001

2002

2012

Rec Center

1995-Grove City Administration decided to embark on a campaign to build a community center in Grove City.

Collaboration

The Grove City Administration collaborated with the YMCA of Greater Columbus.

Grant

The YMCA was given a grant from the city of \$300,000 to complete the capital campaign

Feasibility

Grove City conducted a feasibility study with MS Consultants for a new municipal-run Community Center.

RECREATION CENTER TIMELINE CONTINUED

Committee

The Grove City Financial Committee conducted meetings and discussions about future projects for the City.

Feasibility

The city hired PROS Consulting, Inc. to conduct the current feasibility study.



Addition

The YMCA approached the city to collaborate with the city to build an addition to the YMCA.

Council Member

Mr. Roby Schottke, Council Member re-introduced the subject of an updated community center study.

Current Feasibility Process



The Process



Key Stakeholder Input, Demographics & Recreation Trends



Key Stakeholders / Focus Groups

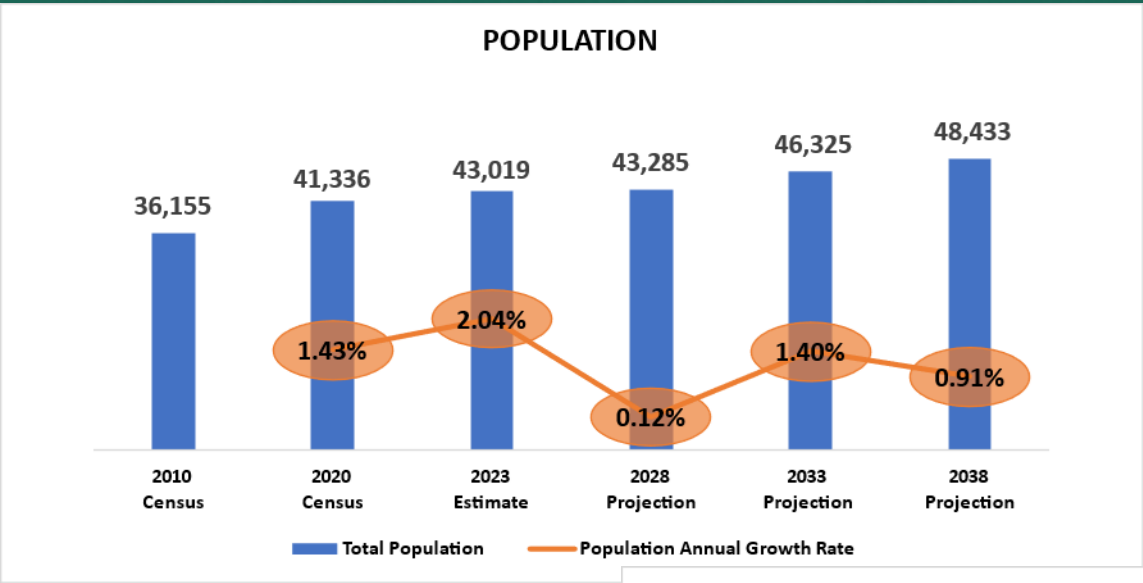
Facility Programs

- Indoor Pickleball
- Drop-in Programs
- Enrichment Classes
- Fitness Classes
- Healthy Cooking
- Weight Training
- Youth Sports

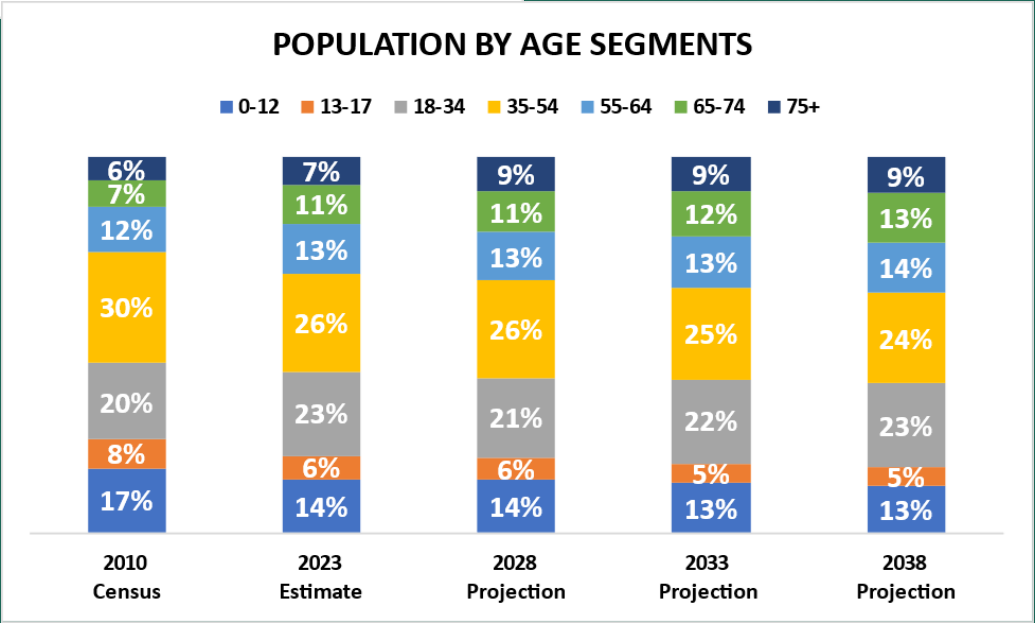
Facility Spaces

- Community Gathering Spaces
- Gymnasium - Hardcourt
- Meeting Rooms
- Arts & Crafts
- Weight / Cardio Center
- Group Fitness Rooms
- Kitchen

Demographics

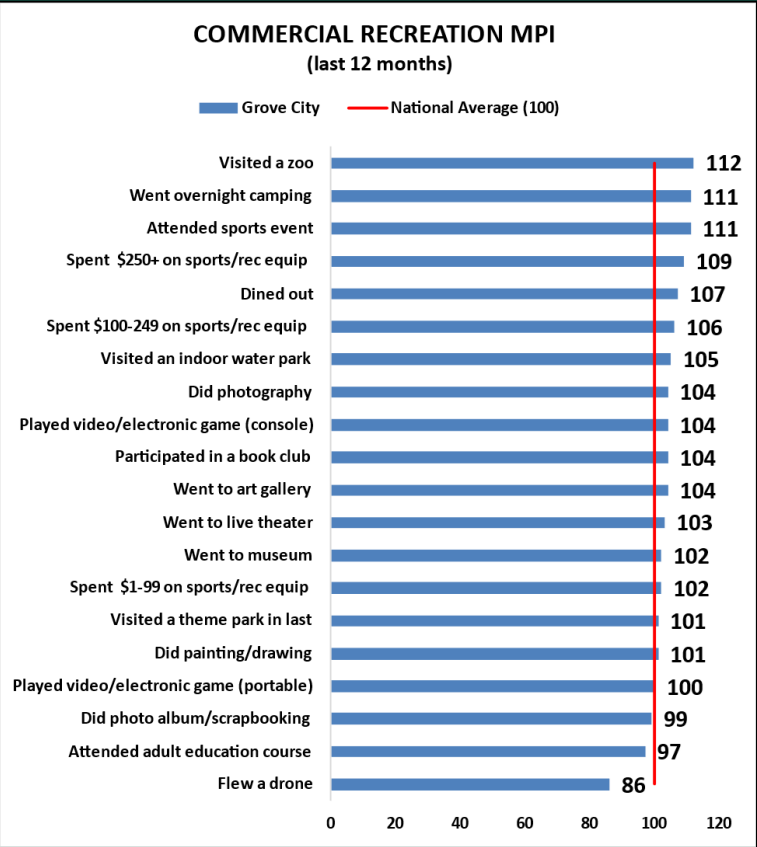
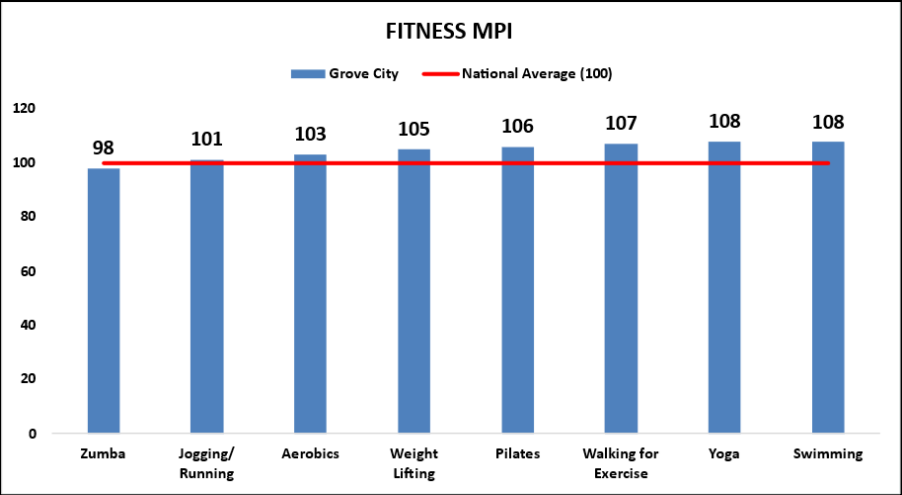
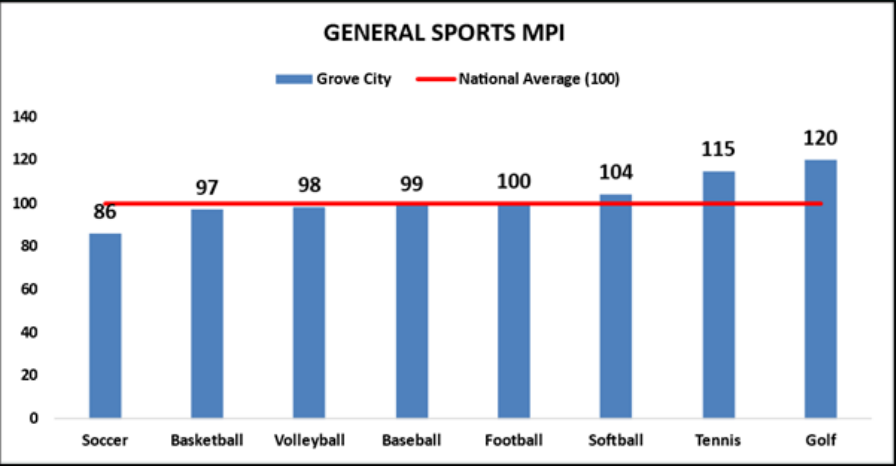


Population will be 48,433 in 2038. The facility should be designed for this and beyond



Ages 55+ are currently 31% and will be 36% of the population in 2038.

Recreation Trends



MPI does not exist for Pickleball.

Fitness is participated in a higher level than the national average

From Commercial Recreation, Sports Events and enrichment classes are considered opportunities within a new facility.

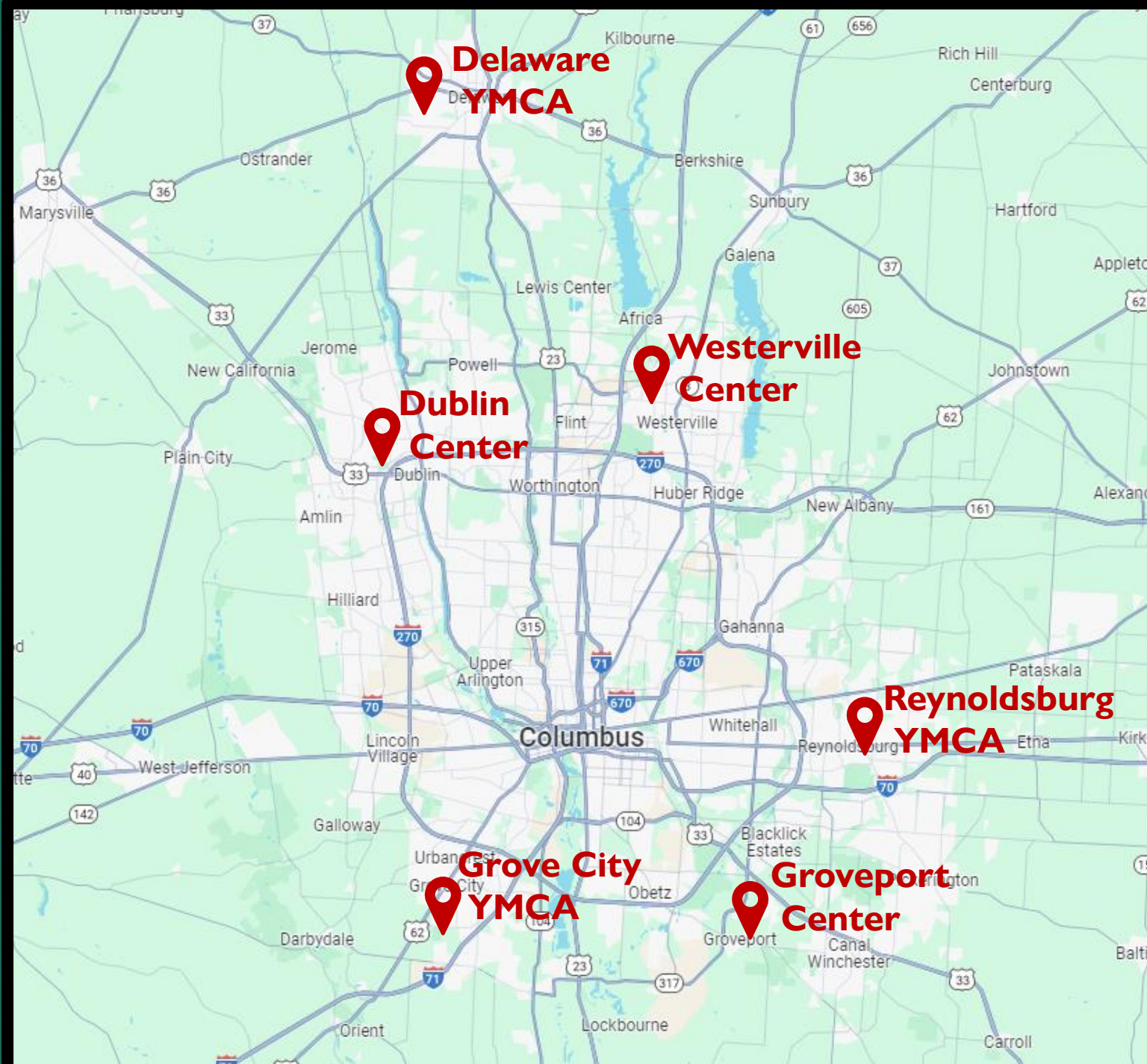
Similar Providers



About this Similar Provider

- This Similar Provider Analysis is to be used as a point of reference for Grove City and the Parks and Recreation Department to review agencies with Community Centers.
- The information obtained from the Similar Provider Agencies is to be used regarding operations and physical aspects of the facilities/spaces as the City evaluates their Community Center.





Six community centers were chosen by the steering committee to explore as similar providers and incorporate findings into the Feasibility Report.

Renovations to Facilities

The older facility has more renovations through the years to add spaces and more programs as the population of the community grew and demand on spaces increased.

(27 years old with 2 renovations)

KEY TAKE-AWAY

Do not build for the size of your community in 2023, build it to comfortably serve the size of the community in 2038

Service Providers		Year Built	Square Feet	Year Renovated	Sq. Ft. after Renovation	Most Recent Renovations
Direct Similar Providers - Community Centers	Westerville Parks and Recreation - Community Center	2001	96,000	2021	145,000	
	Delaware Community Center YMCA - YMCA of Central Ohio	2011	72,000			
	Dublin Parks and Recreation - Community Recreation Center	1996	76,000	2000	116,000	2006
	Reynoldsburg Community Center YMCA - YMCA of Central Ohio	2020	75,000	N/A		
	Groveport Recreation Department - Recreation Center	2004	67,000			
	Grove City YMCA - YMCA of Central Ohio	2002	44,000	2012	65,000	
	Grove City Parks and Recreation - Proposed Facility	TBD				

Programming & Major Services

Service Providers		Programming and Major Services													
		Adaptive	Fitness/Wellness	Adult Sports	Youth Sports	Adult Aquatics	Youth Aquatics	Out of School	Camps	Early Childhood	Teen	Esports	Seniors	Art/Culture	Social Services
Direct Similar Providers - Community Centers	Westerville Parks and Recreation - Community Center	X	X	X	X	X	X	X	X	X	X	X	X	X	
	Delaware Community Center YMCA - YMCA of Central Ohio		X			X	X	X	X	X	X				X
	Dublin Parks and Recreation - Community Recreation Center	X	X	X	X	X	X		X	X	X	X	X	X	
	Reynoldsburg Community Center YMCA - YMCA of Central Ohio		X			X	X	X	X	X	X				X
	Groveport Recreation Department - Recreation Center		X	X	X	X	X		X						
	Grove City YMCA - YMCA of Central Ohio		X			X	X	X	X	X	X				X
	Grove City Parks and Recreation - Proposed Facility														

- The community centers with the most spaces provide the most programs
- YMCA facilities are consistent in programming across the three locations

Individual Membership
Average (M2M)
\$34 R / \$46 NR

Senior Membership
Average (M2M)
\$28 R / \$28 NR

Youth
Membership
Average (M2M)
\$12 R / \$31 NR

Family
Membership
Average (M2M)
\$68 R / \$132 NR
(Family of 4)

Daily
Admission
Average
\$9 R / \$14 NR

Household of 2
Membership
Average (M2M)
\$53R / \$85 NR

Does Membership Matter



- Pricing is unique to each facility and based on the perceived value of the spaces and activities.
- Averages include outliers on the low end and on the high end of membership pricing.
- Overall highest memberships, including annual memberships, are:
 - Individual Memberships: YMCA
 - All Other Membership Types: Westerville

Attractions

YMCA facilities are consistent in the attractions/core spaces at each location and enhanced by something unique = Regional Recreation Center Model.

Westerville has the most gyms and group fitness rooms

Dublin and Westerville have three or more meeting rooms that can be combined into one hall

Dublin has dedicated art rooms and a theater

Partnerships are a key component in each of the facilities



Statistically-Valid Survey Results

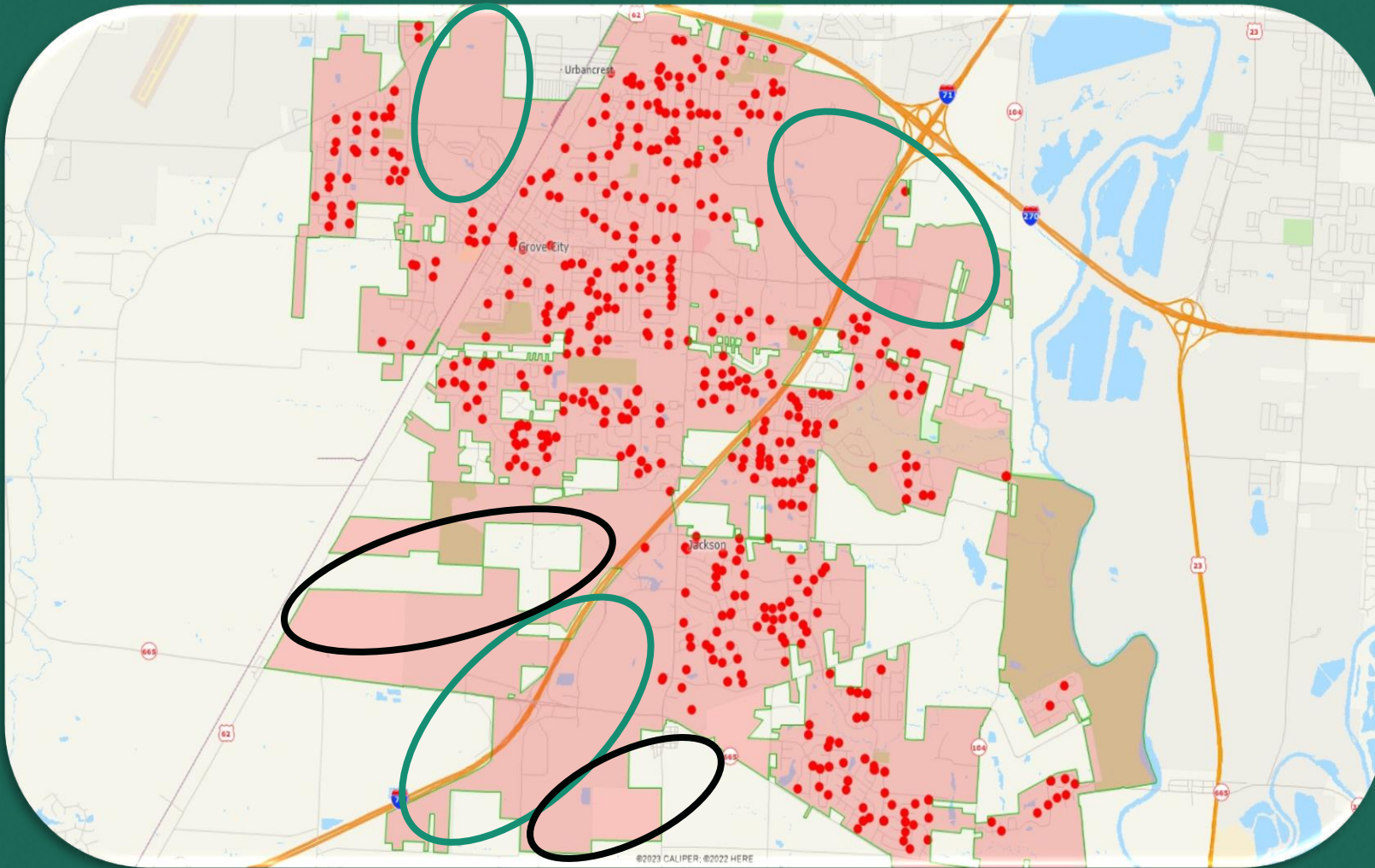


Survey Responses

Survey Responses Goal: 400

Exceeded Goal: 664

Goal
Exceeded
by 66%



Survey Response Distribution across the City

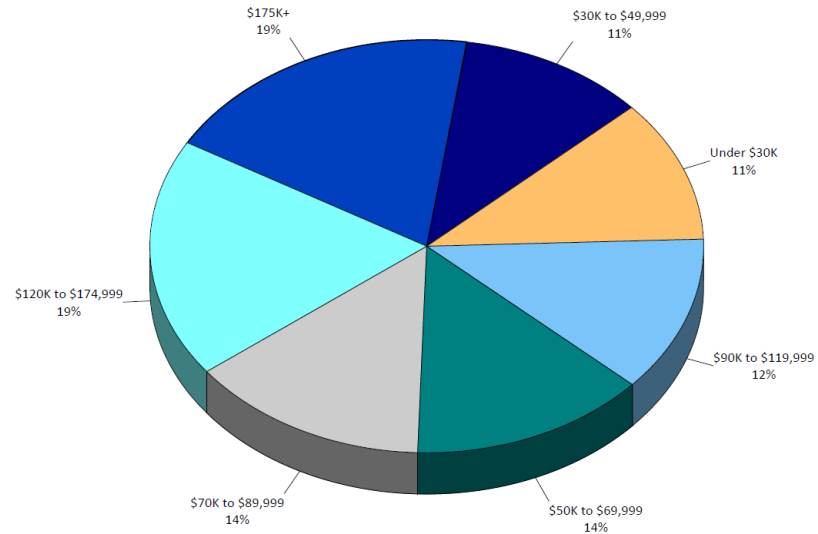
Survey Response Demographics Compared to Census

Demographic Comparisons

	2023 Grove City Survey	2020 U.S. Census
Female	50.20%	49.70%
White or Caucasian	89.50%	87.50%
Black or African American	3.80%	4%
Asian or Asian Indian	2.70%	2.70%
Hispanic, Spanish, or Latino/a/x	2%	2.80%
American Indian or Alaska Native	0.50%	0%
Native Hawaiian or other Pacific Islander	0.20%	0%

Q16. Would you say your total annual household income is...
by percentage of respondents (excluding "not provided")

Grove City, OH 2023 Survey

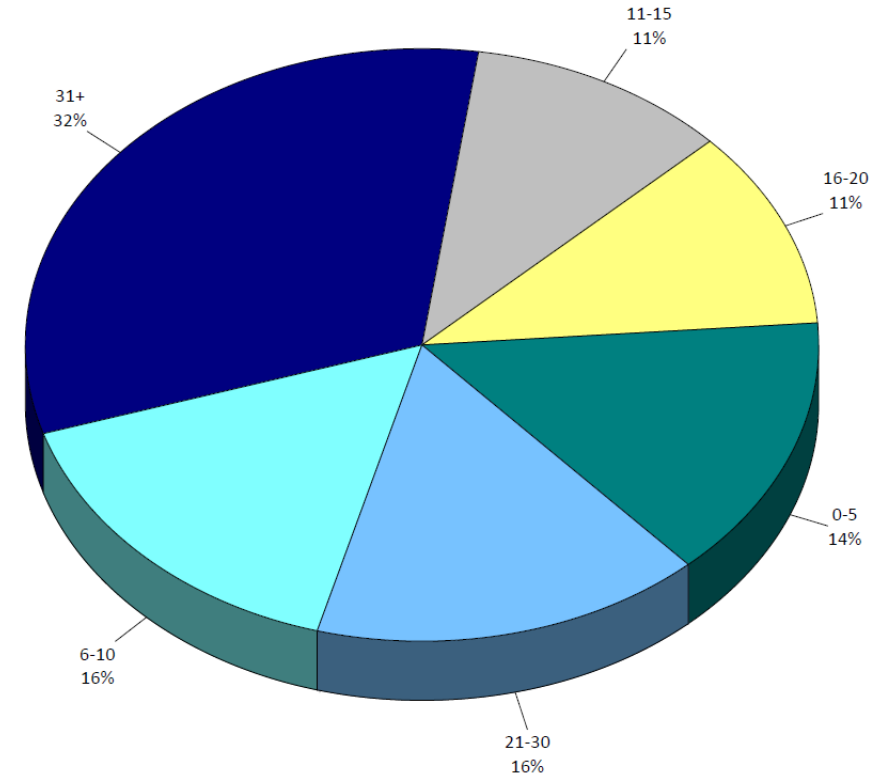


ETC Institute (2023)

38

Q15. How many years have you lived in Grove City?
by percentage of respondents (excluding "not provided")

Grove City, OH 2023 Survey

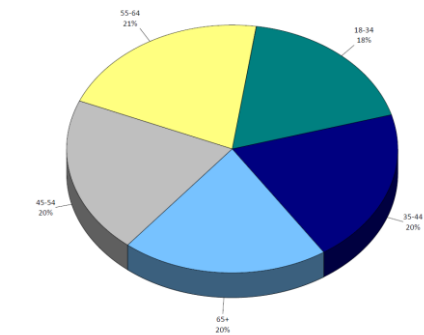


ETC Institute (2023)

37

Q14. What is your age?
by percentage of respondents (excluding "not provided")

Grove City, OH 2023 Survey

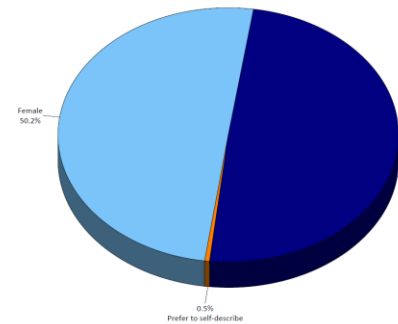


ETC Institute (2023)

36

Q13. Your gender:
by percentage of respondents (excluding "not provided")

Grove City, OH 2023 Survey

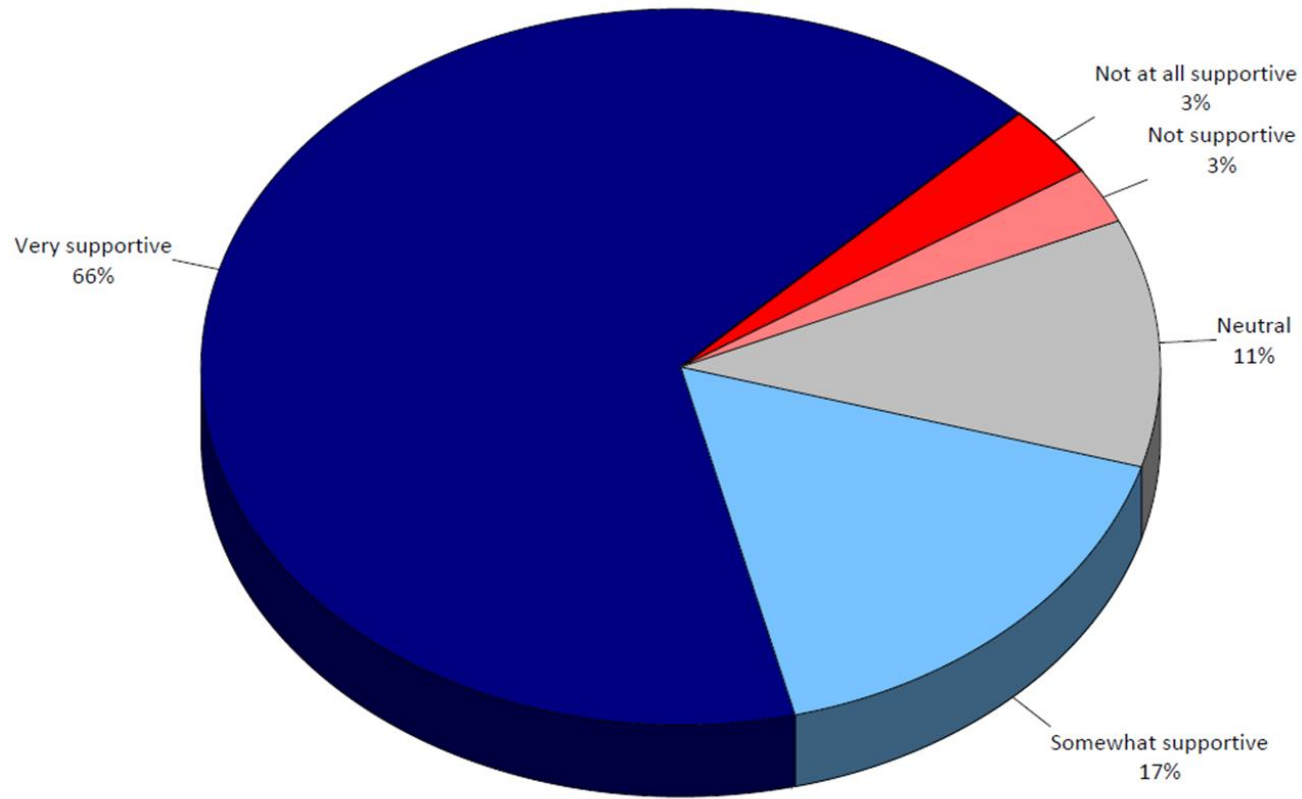


ETC Institute (2023)

35

Q2. How supportive are you of the city developing a new indoor Multigenerational Community Center, if it included the amenities and programs used the most?

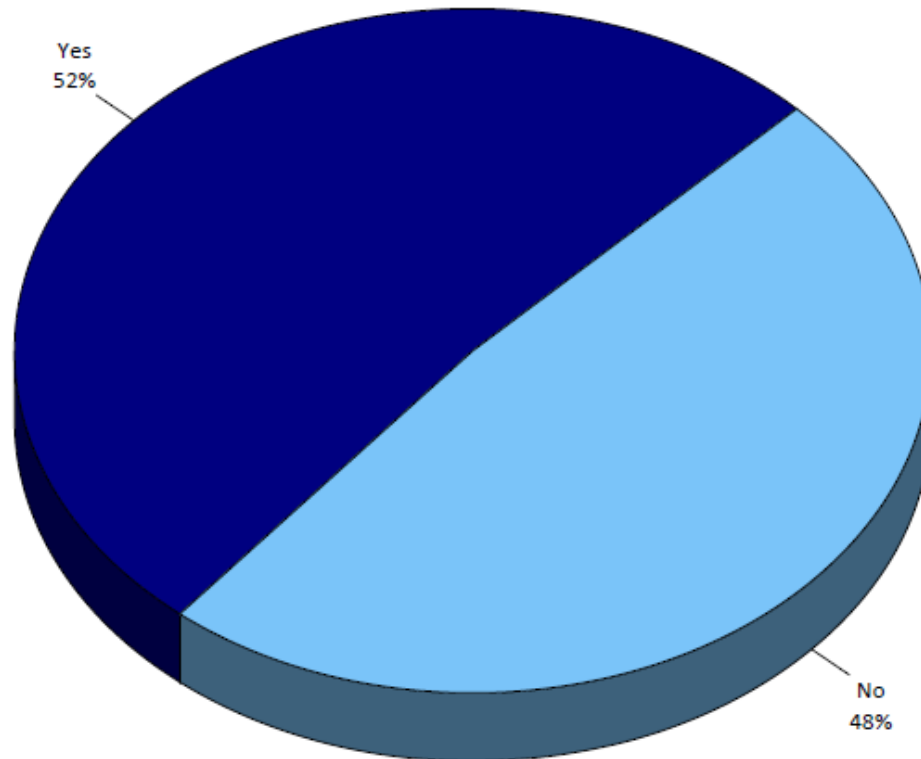
by percentage of respondents (excluding "not provided")



- 83% are Very to Somewhat Supportive
- 6% not supportive or not at all
- 11% Neutral that could choose to support

Q3. Have you/your household used any INDOOR recreation, sports, fitness, or meeting spaces offered by the Grove City Parks and Recreation during the past 12 months?

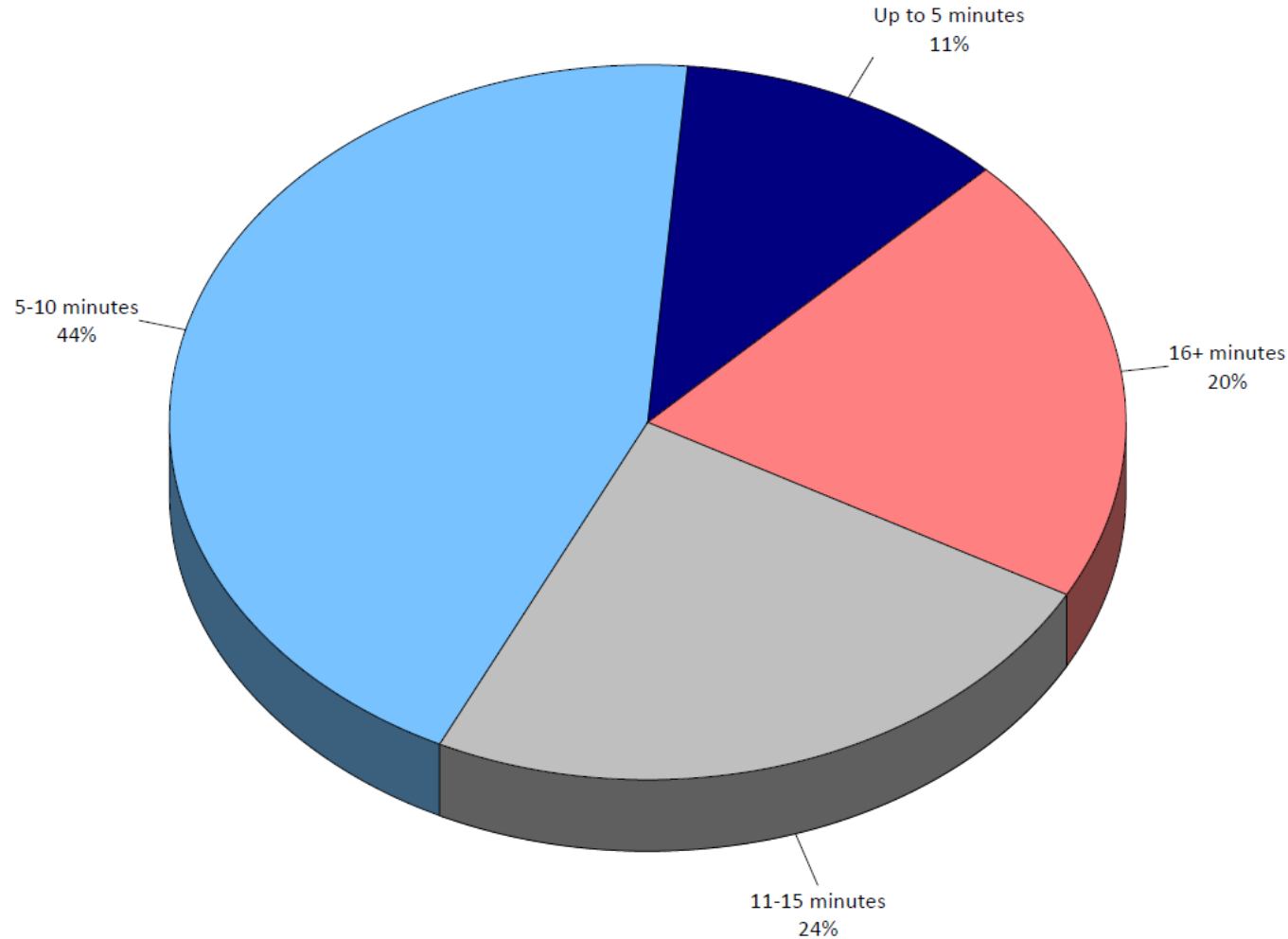
by percentage of respondents



- Significant that 48% have not used facilities in the last 12 months, yet 83% Support project

Q5. On average, how far do you typically travel to use indoor recreation facilities?

by percentage of respondents (excluding "not provided")



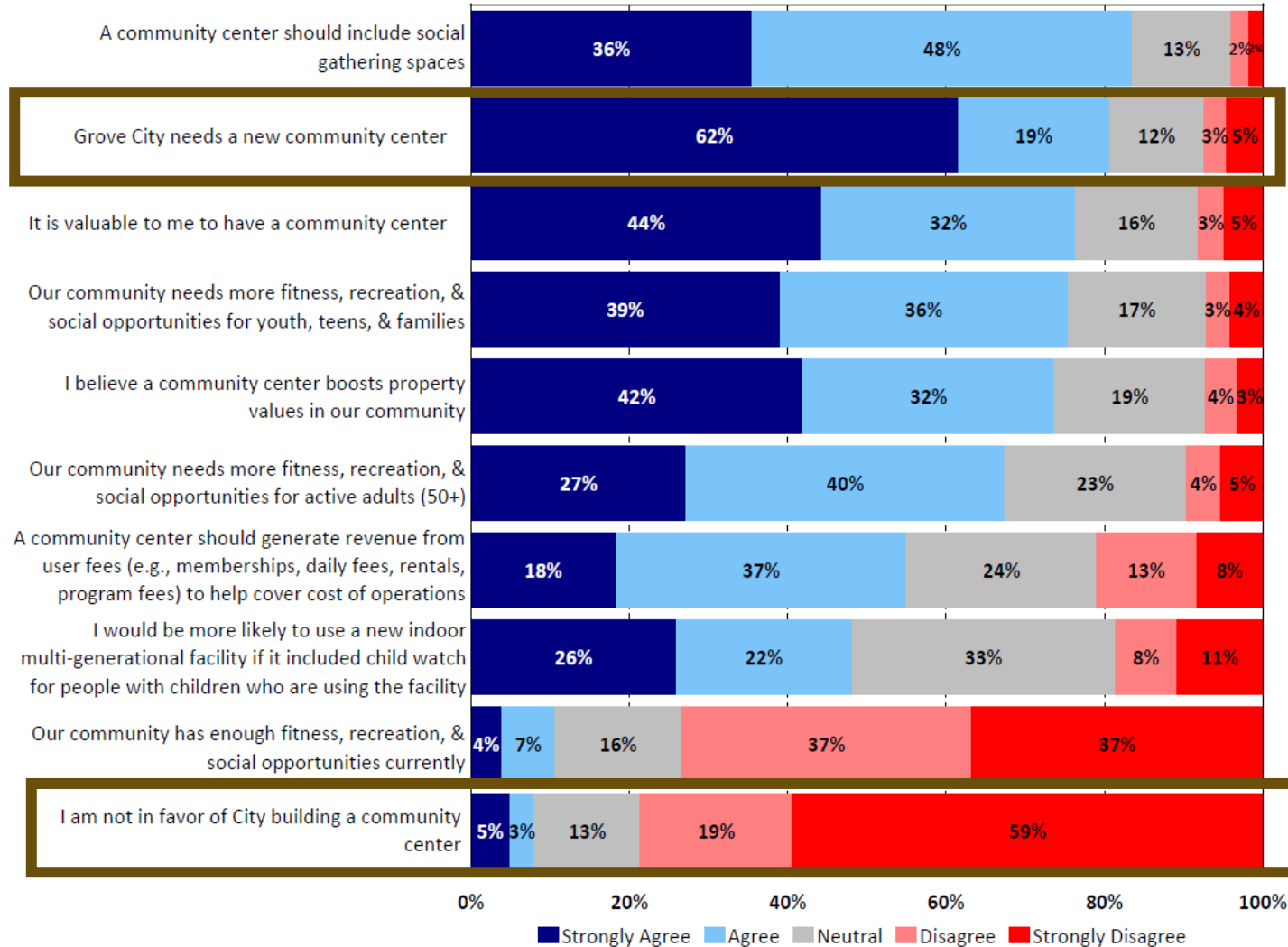
ETC Institute (2023)

17

- 68% travel 5-15 minutes, this portion of the market is available for capturing

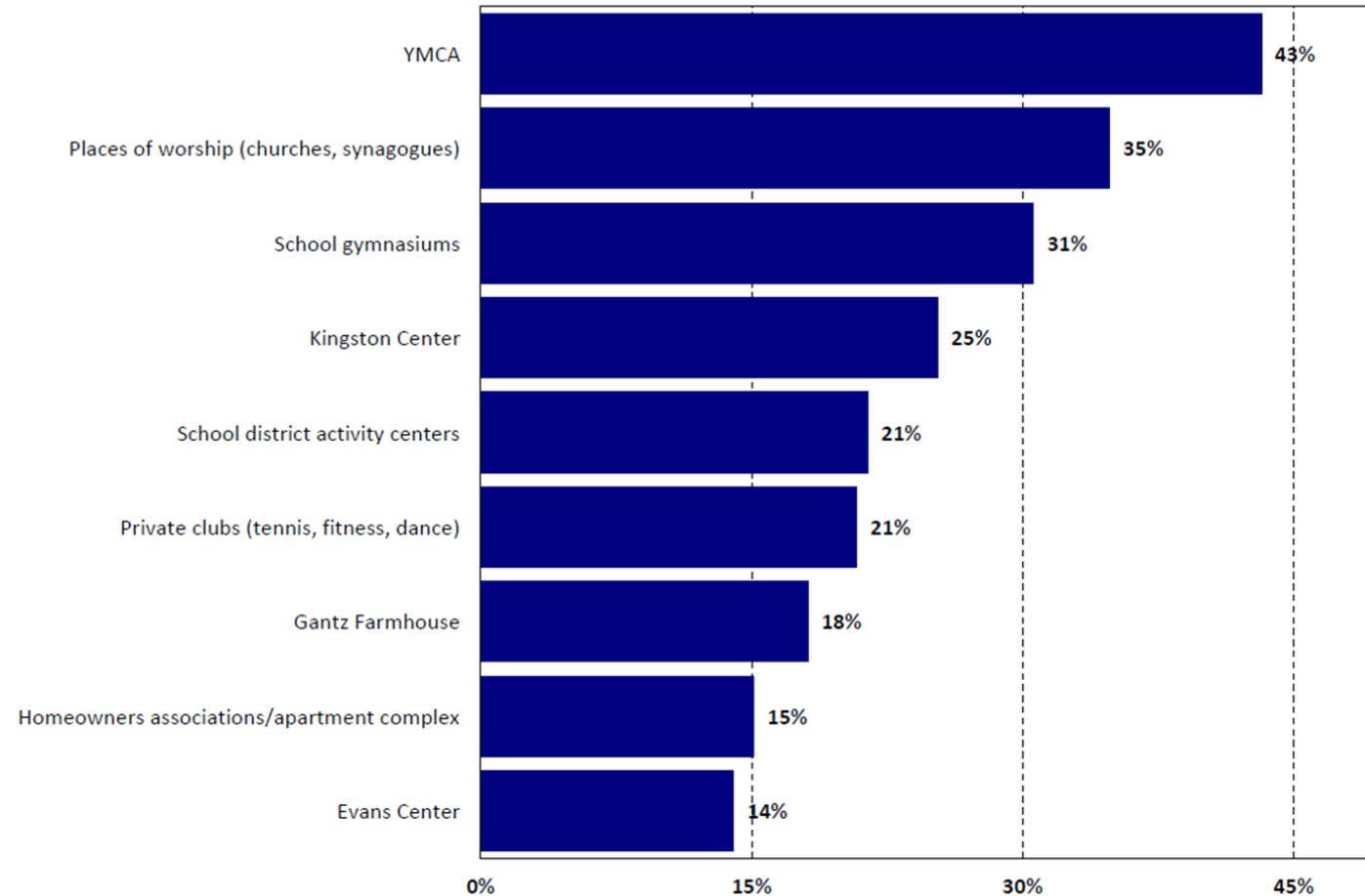
Q10. Please rate your level of agreement with each of the following statements.

by percentage of respondents (excluding "don't know")



Q4. Please CHECK ALL of the recreational facilities you/your household have used for INDOOR recreation, sports, fitness, meeting spaces, programs, or other services.

by percentage of respondents (multiple selections could be made)



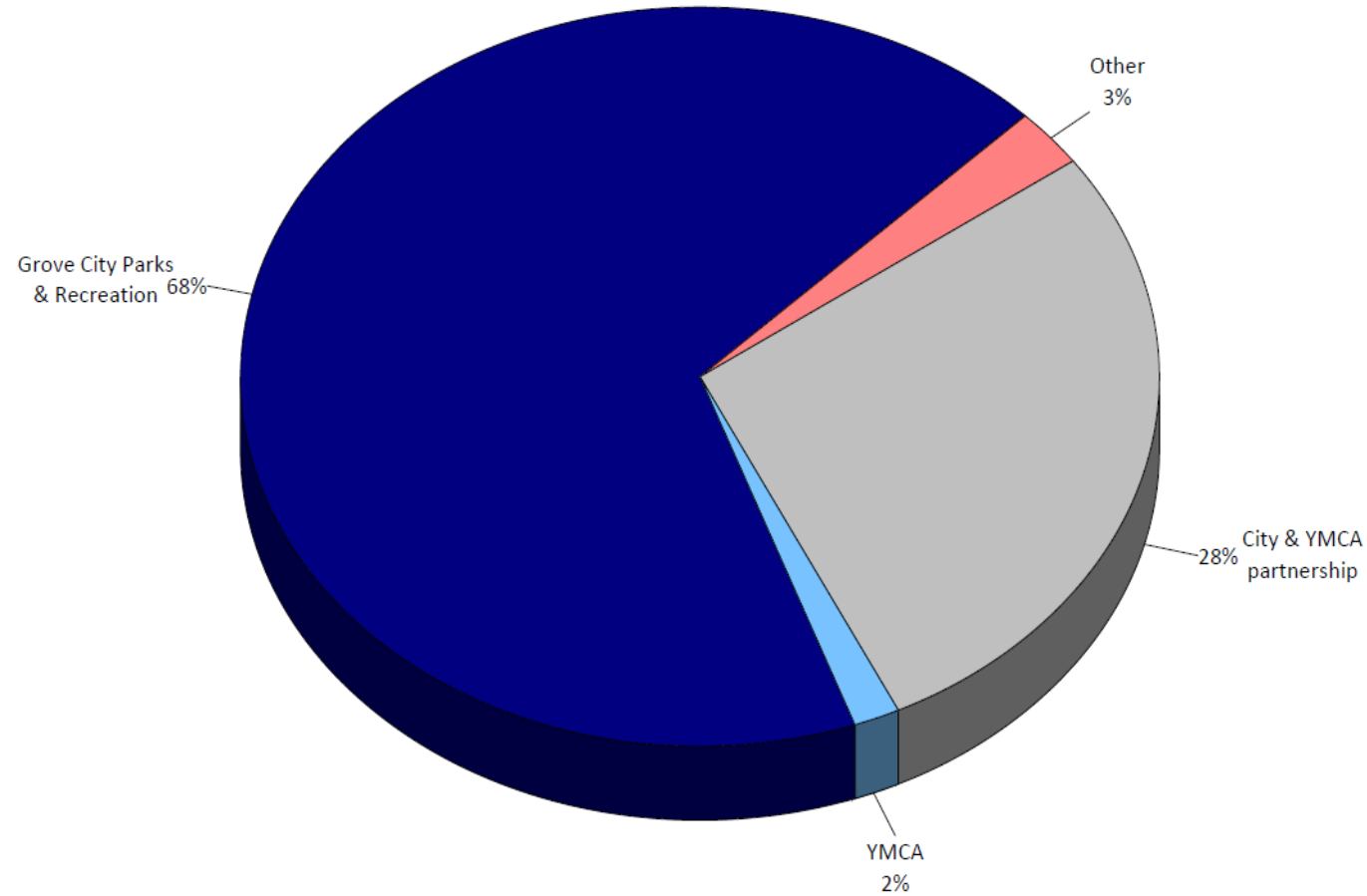
ETC Institute (2023)

16

- Significant that 43% have used the YMCA and still highly favor the project

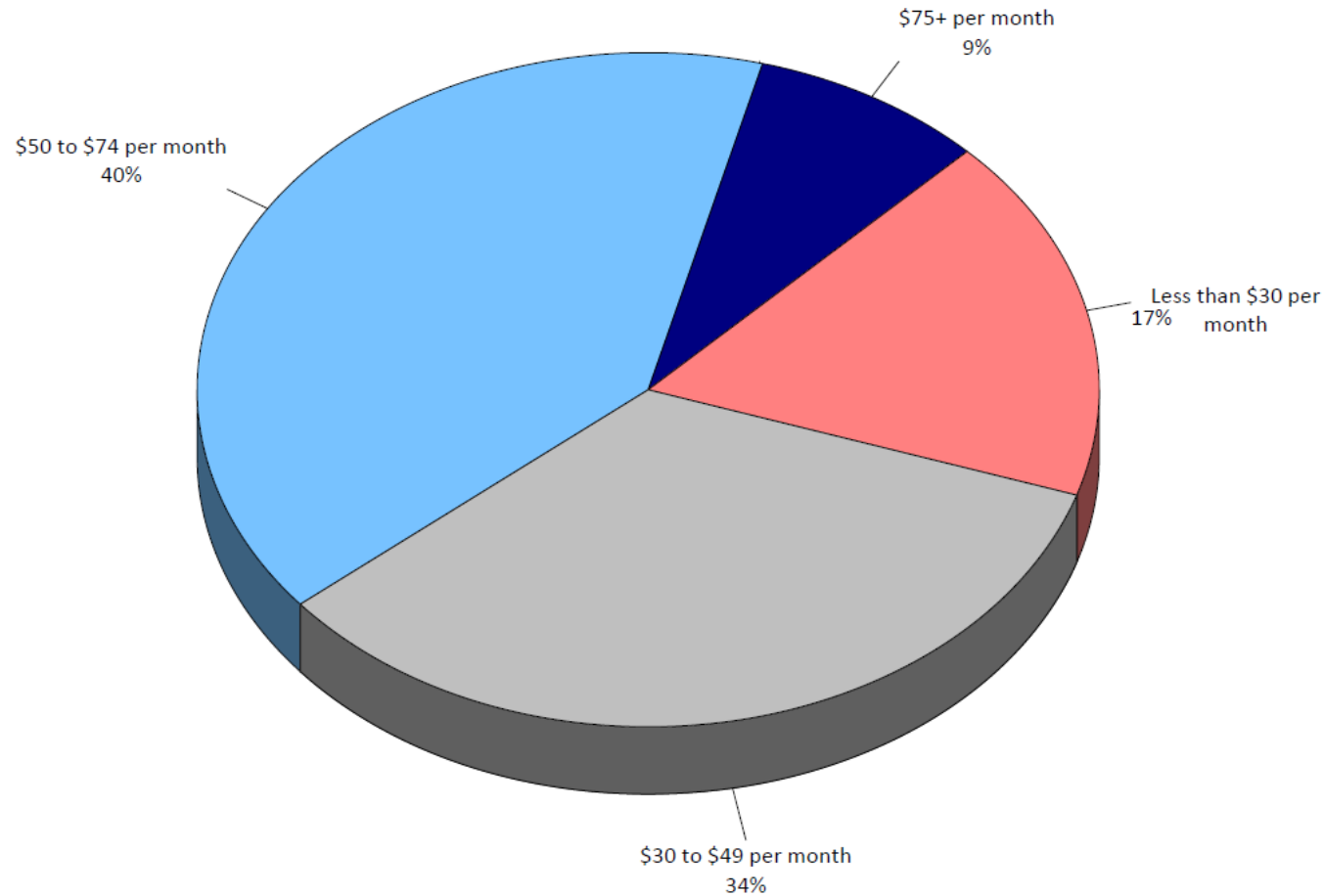
Q11. Do you believe a new Multigenerational Community Center should be operated by:

by percentage of respondents (excluding "not provided")



Q12a. What is the maximum amount you would be willing to pay per month for a MONTHLY FAMILY PASS?

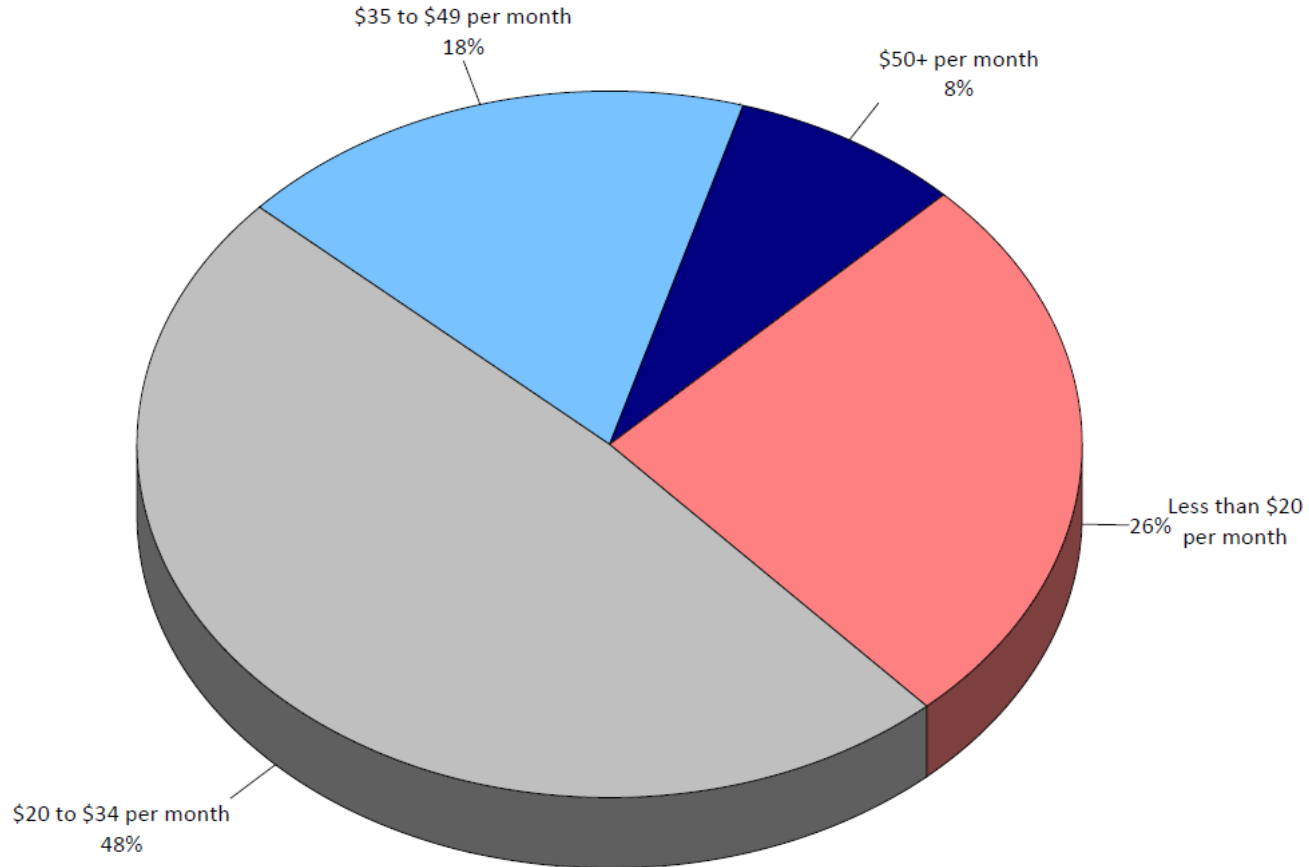
by percentage of respondents (excluding "not provided")



- 74% willing to pay \$30-\$74 a month for Family Passes

Q12b. What is the maximum amount you would be willing to pay per month for a MONTHLY ADULT PASS?

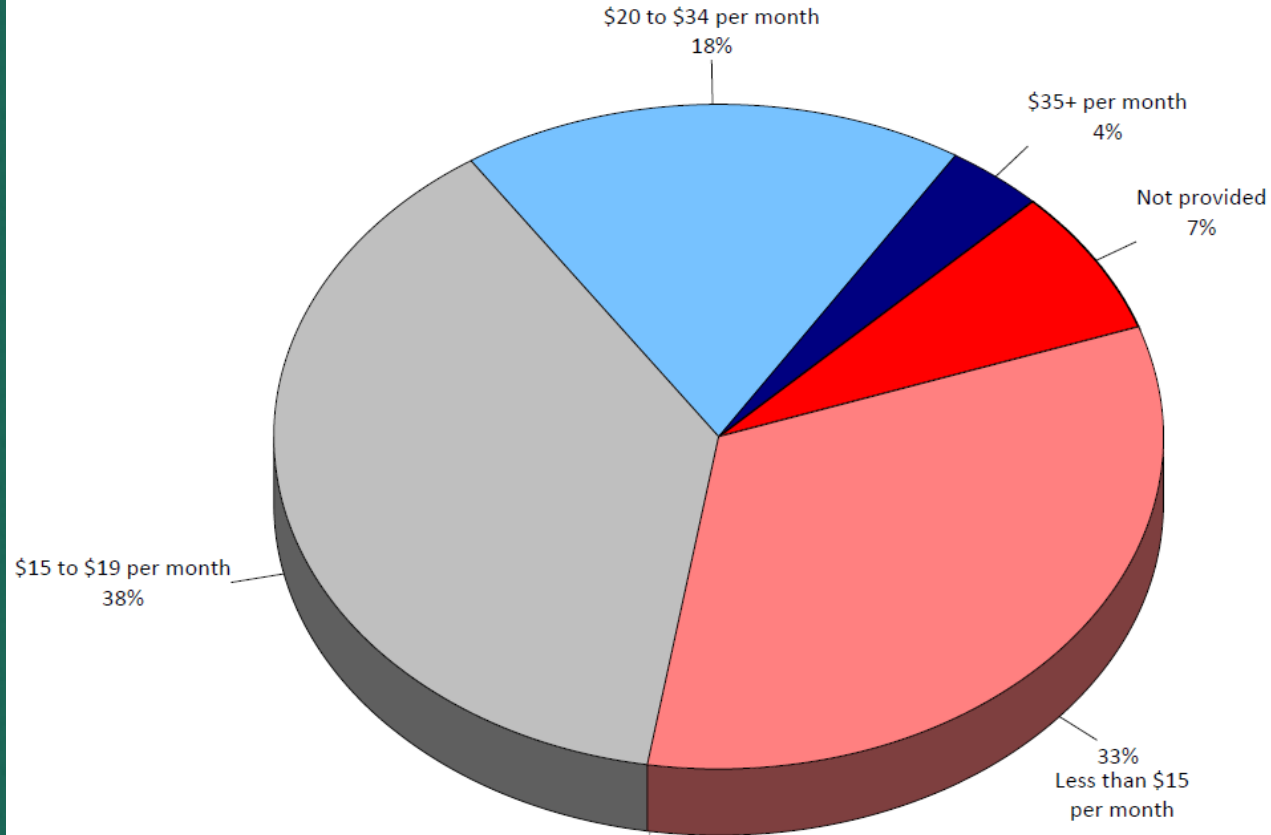
by percentage of respondents



- 66% willing to pay \$20-\$49 a month for Adult Passes

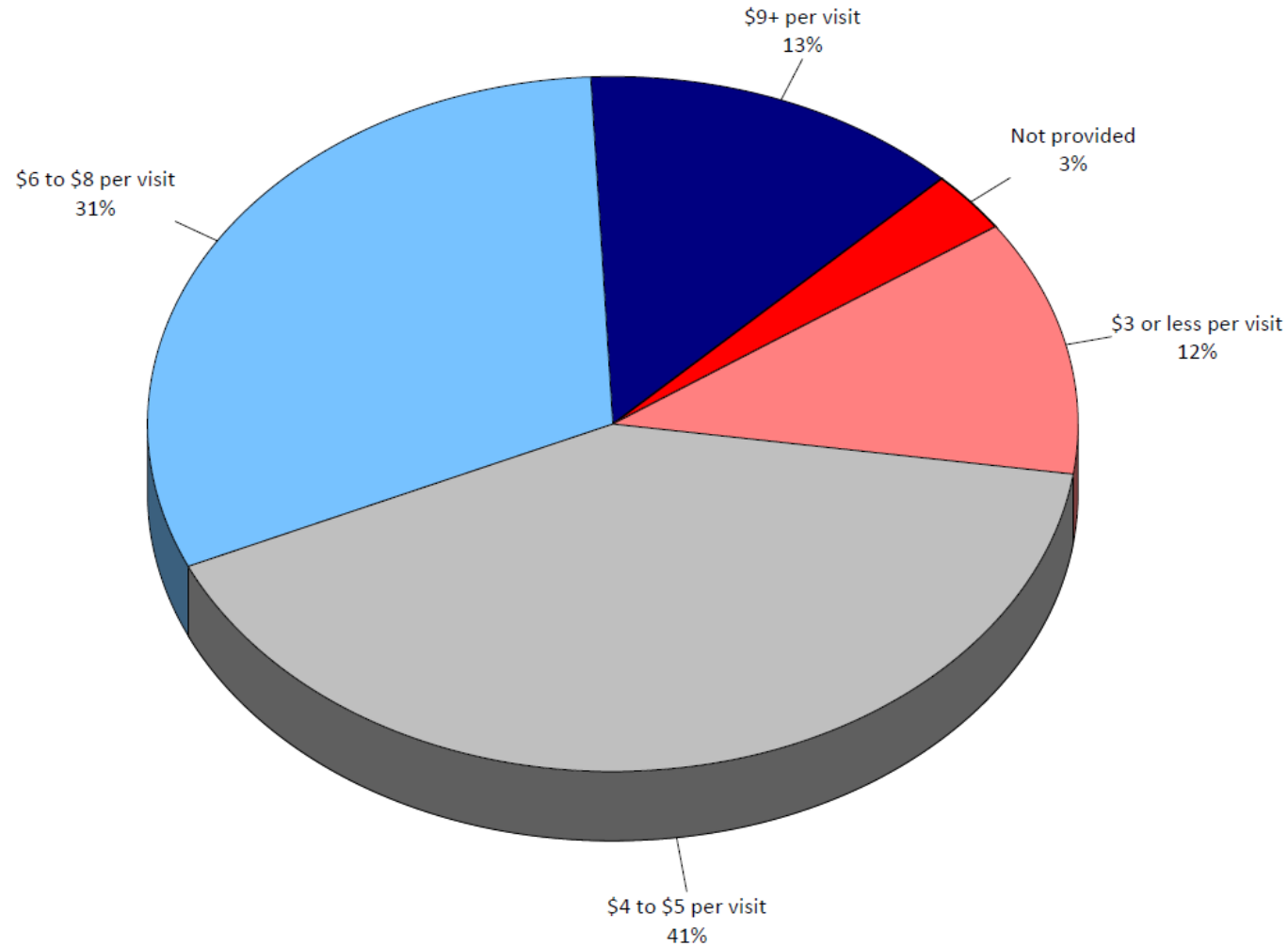
Q12c. What is the maximum amount you would be willing to pay per month for a MONTHLY SENIOR PASS?

by percentage of respondents (excluding "not provided")



- 60% willing to pay \$15 or more a month for Senior Passes

Q12d. What is the maximum amount you would be willing to pay PER VISIT?
by percentage of respondents (excluding "not provided")

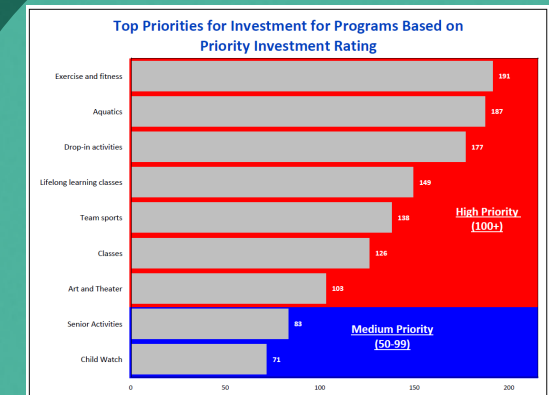
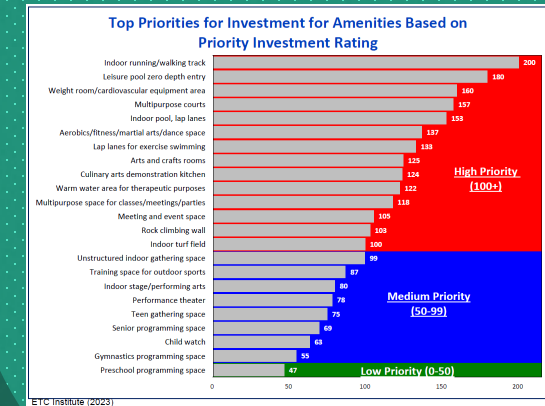


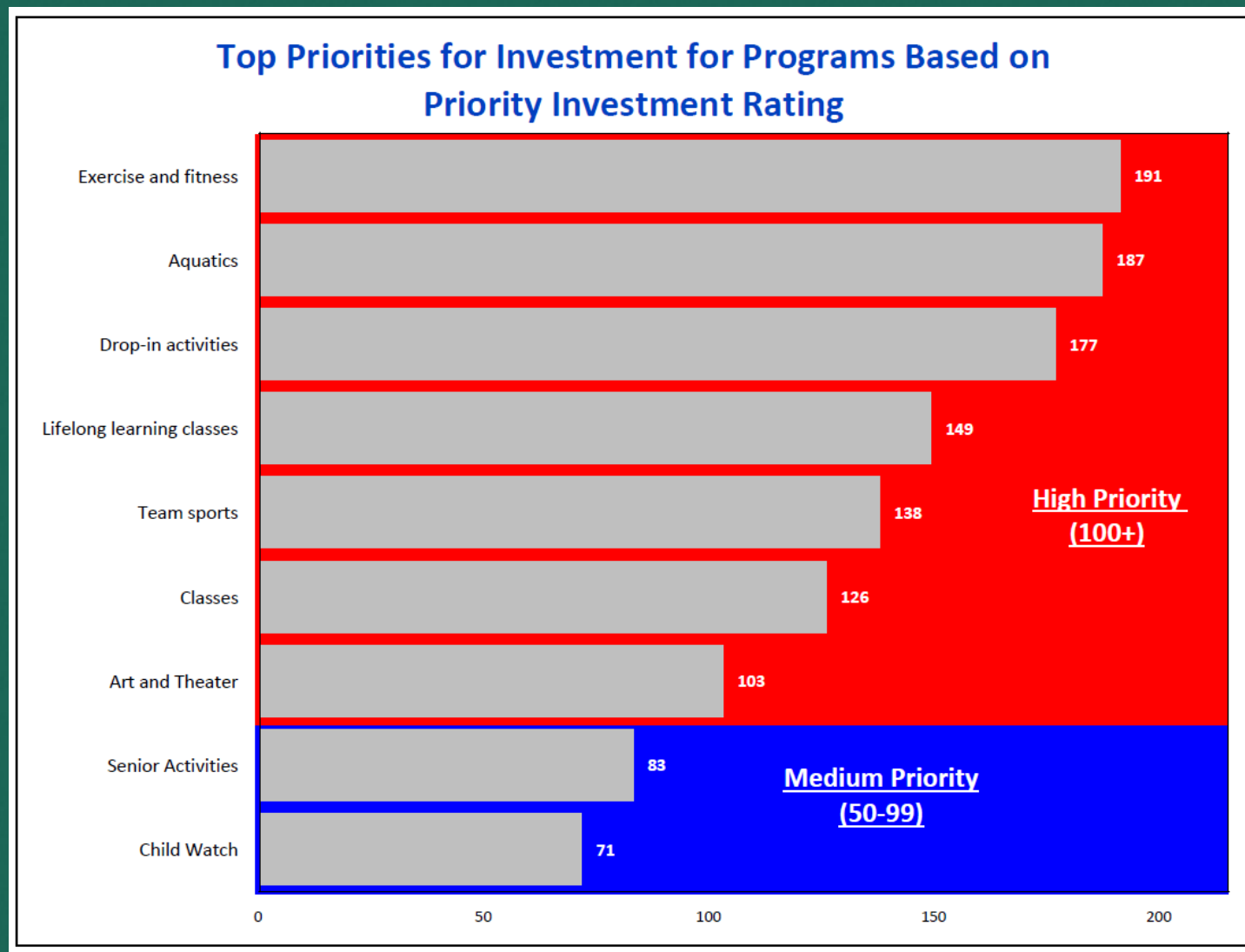
- 85% willing to pay \$4 or more for daily admissions

PRIORITY INVESTMENT RATING (PIR)

- Do you have a need?
- How well is that need being met?
- How important is it to you?

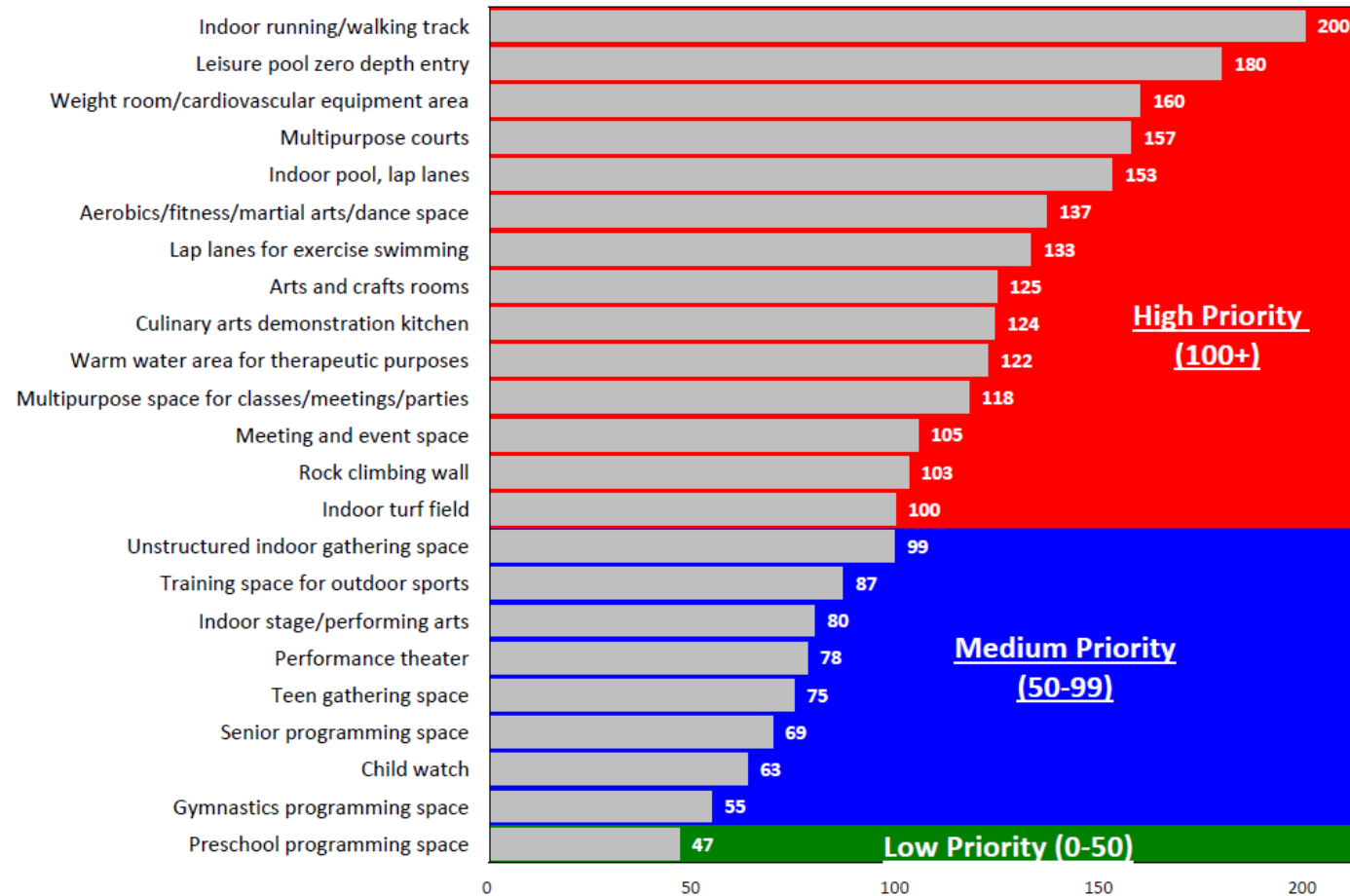
These three questions feed into the priority Investment Rating on the next two slides





- 77% of the total number of programs residents could select from are a high priority.

Top Priorities for Investment for Amenities Based on Priority Investment Rating



ETC Institute (2023)

- High number of priority investments identified by residents for a new facility

- 60% of the total number of amenities residents could select from are a high priority.

Priority Matrices



Program Priority Matrix

Grove City Parks and Recreation Community Fieldhouse Program Matrix

Citizen Survey Ranking	Programs & Classes	Age Segments Served											Guiding Principles			Costs		Partnership / Sponsorship
		YOUTH				ADULT				SENIOR			Local Need	Revenue Potential	Multi-jurisdictional Draw	Cost to Develop	Cost to Operate	Partnership / Sponsorship Potential
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77 + years						
1	Exercise and fitness					•	•	•	•	•	•	•	High	High	Medium	High	Medium	Medium
2	Aquatics	•	•	•	•	•	•	•	•	•	•	•	High	Medium	Low	Low	Medium	Medium
3	Drop-in activities			•	•	•	•	•	•	•	•	•	High	Low	Low	Low	Low	Medium
4	Lifelong learning classes			•	•	•	•	•	•	•	•	•	High	Low	Low	Medium	Medium	Medium
5	Team sports		•	•	•	•	•	•					High	High	High	Medium	High	High
6	Classes	•	•	•	•	•	•	•	•	•	•	•	High	Medium	Low	Low	Low	Medium
7	Art and theater	•	•	•	•	•	•	•	•	•	•	•	High	Medium	Low	Medium	Medium	Low
8	Senior activities									•	•	•	Medium	Low	Low	Low	Low	Low
9	Child watch	•	•										Medium	Low	Low	Low	Low	Low

Grove City Parks and Recreation

Community Fieldhouse Amenities Matrix

Citizen Survey Ranking	Amenity	Age Segments Served											Guiding Principles			Costs		Partnership / Sponsorship
		YOUTH				ADULT				SENIOR			Local Need	Revenue Potential	Multi- jurisdictional Draw	Cost to Develop	Cost to Operate	Partnership / Sponsorship Potential
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77 + years						
Community Fieldhouse Amenities																		
1	Indoor running/walking track	•	•	•	•	•	•	•	•	•	•	•	High	Medium	Low	Medium	Low	High
2	Leisure pool zero depth entry	•	•				•	•	•	•			High	Medium	Medium	High	High	High
3	Weight room/cardio equipment area					•	•	•	•	•	•	•	High	Medium	High	Low	Low	Medium
4	Multipurpose courts	•	•	•	•	•	•	•	•	•	•	•	High	High	High	High	High	High
5	Indoor pool, lap lanes					•	•	•	•	•	•	•	High	Medium	Medium	High	High	High
6	Aerobics/fitness/martial arts/dance space	•	•	•	•	•	•	•	•	•			High	Medium	High	Medium	Medium	Medium
7	Lap lanes for exercise swimming					•	•	•	•	•	•	•	High	Medium	Medium	High	High	High
8	Arts and crafts rooms		•	•	•	•	•	•	•	•	•	•	High	Medium	Low	Medium	Medium	Medium
9	Culinary arts demonstration kitchen			•	•	•	•	•	•	•			High	Medium	Low	Medium	Medium	Medium
10	Warm water area for therapeutic purposes	•	•	•	•	•	•	•	•	•	•	•	High	Medium	Medium	High	High	High
11	Multipurpose space for classes/meetings/parties	•	•	•	•	•	•	•	•	•	•	•	High	Medium	Medium	Medium	Low	Medium
12	Meeting and event space	•	•	•	•	•	•	•	•	•	•	•	High	Medium	Medium	Medium	Medium	High
13	Rock climbing wall		•	•	•	•	•	•	•	•			High	Low	Low	Low	Low	Low
14	Indoor turf field	•	•	•	•	•	•	•	•	•			High	High	High	High	High	High
15	Unstructured indoor gathering space	•	•	•	•	•	•	•	•	•	•	•	Medium	Low	Low	Low	Low	Low
16	Training space for outdoor sports		•	•	•	•	•	•					Medium	Medium	Medium	Medium	Medium	High
17	Indoor stage/performing arts		•	•	•	•	•	•	•	•	•	•	Medium	Medium	Medium	High	High	High
18	Performance theater		•	•	•	•	•	•	•	•	•	•	Medium	Medium	Medium	High	High	High
19	Teen gathering space			•	•	•							Medium	Low	Low	Medium	Low	Medium
20	Senior programming space										•	•	Medium	Low	Low	Medium	Low	Medium
21	Child watch	•	•										Medium	Low	Low	Medium	Medium	Low
22	Gymnastics programming space	•	•	•	•								Medium	Medium	Medium	Medium	Medium	Medium
23	Preschool programming space	•											Medium	Medium	Low	Medium	Medium	Medium

Amenities Priority Matrix

Community Fieldhouse Program Zones			
Zone	Space	Square Feet	Notes
Fieldhouse	Gymnasium	24,500	Gymnasium consists of 3 courts lined for at least, basketball, 6 volleyball and 9 pickleball. Including drop-down court dividers. Walking Track (2-3 lanes) elevated above courts.
	Weight Room	2,000	Weight room consists of free weights, variable-resistance cable (weight) machines, and cardio equipment. Positioned close to the offices for supervision. First aid and AED placed according to code.
	Group Fitness	2,000	Group fitness space has ability to be one large room or two smaller rooms. Adjacent storage can be used to store spin bikes and other group fitness accessories.
	Playground	2,800	Playground is intended to provide indoor play for youth year-round during inclement weather and winter months. Two birthday party rooms
Indoor Aquatic Center	Zero-depth entry Program and lap lane pool Warm-water pool Body slides	28,000	Zero-depth pool is a leisure pool with water play features and small slides. Program and lap lane pool can also serve as a competition at 25 yard. Warm-water pool for therapy and parent/tot classes. Water slides two or three at varying lengths and turns.

Initial Core Program of Facility

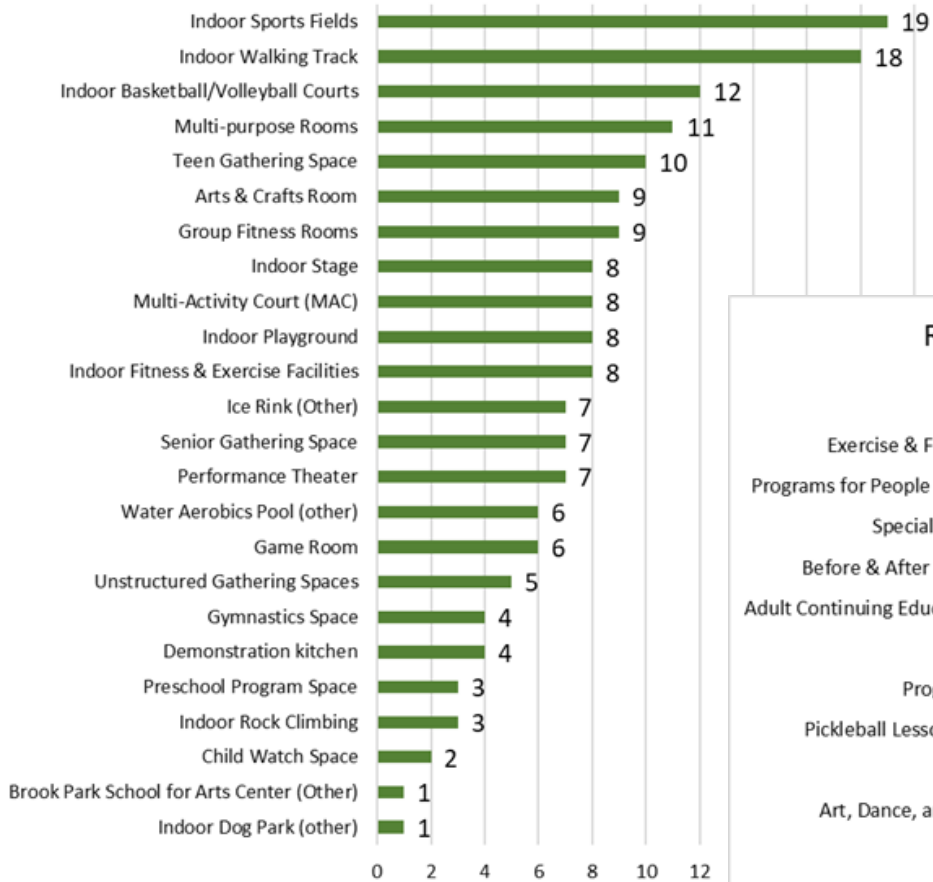
Community Fieldhouse Program Zones			
Zone	Space	Square Feet	Notes
Ancillary Services - Programs	Multi-Activity Court (MAC)	5,000	Multi-Activity Court is a multi-functional room that can be used for dance, tumbling, rock climbing, sports, etc.
	Kitchen	1,500	Demonstration Kitchen and potential concession stand/café
	Arts & Crafts Room		Arts and crafts room serve as multi-functional with durable finishes considering art can be messy. Include utility sink(s)
Support	Office	800	Administration offices for 2-3 people, offices, conference room and break area.
	Circulation	10,000	Includes ADA compliance, small to intimate gathering spaces, controlled entrance vestibule
	Restrooms	2,500	Restrooms are for the convenience of visitors and staff. Ancillary restrooms (individual restrooms) exist in administration offices
	Storage Rooms	7,700	Storage is located adjacent to the gymnasium and each space that is programmable, to minimize staff effort to turn the spaces over for various uses.
	Utility Room	1,400	The utility room is located centrally and includes a janitorial closet with cleaning supplies.
	Total Sq. Ft.	88,200	

Initial Core Program of Facility

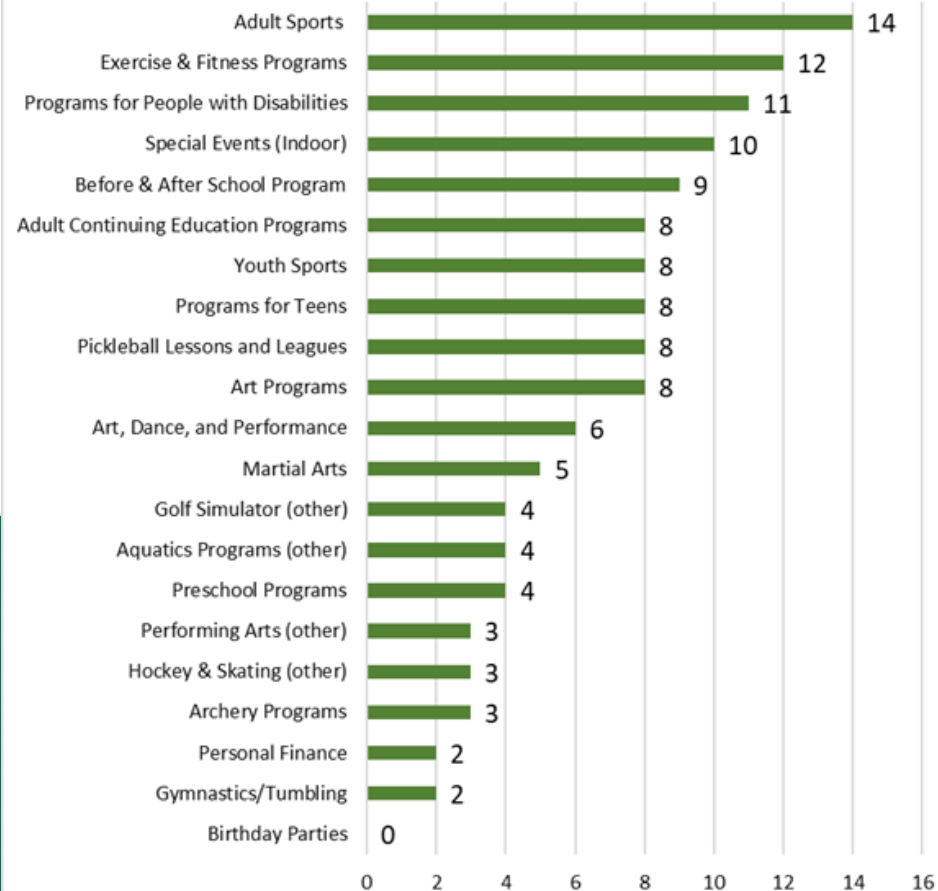
Public Presentation & Exercise



Indoor Spaces/Amenities from Public Meeting



Recreation Programs from Public Meeting



48 people
Participated in
the dot exercise





Grove City and YMCA Survey Comparison



YMCA Market Study and Grove City Survey Results

YMCA Prospective Member Preferences	Grove City Residents
New Indoor / Outdoor Fun Pool	Indoor Track
Lazy River	Indoor Leisure Pool
Water Play	Weight /Cardio - Fitness Rooms
Indoor Fieldhouse	Multipurpose Courts
Indoor Turf fields	Indoor pool w/ lap lanes
Indoor Track	Group Fitness Rooms
Cardio Fitness Area	Lap Lanes
Weight Room - Strength Training	Arts & Crafts
Strength Training for Women	Culinary Arts Demo Kitchen
Group Fitness Rooms	Warm Water Therapy Pool
Second Gymnasium	Multi-purpose Space/Classrooms
Basketball	Meeting Event Space
Pickleball	Rock Climbing Wall
Any of the above	Indoor Turf Fields
None of the above	Indoor gathering spaces - unstructured

Side-by-Side Results

YMCA Market Study and Grove City Survey Results

YMCA Prospective Member Preferences	Grove City Residents
New Indoor / Outdoor Fun Pool	Indoor Track
Lazy River	Indoor Leisure Pool
Water Play	Weight /Cardio - Fitness Rooms
Indoor Fieldhouse	Multipurpose Courts
Indoor Turf fields	Indoor pool w/ lap lanes
Indoor Track	Group Fitness Rooms
Cardio Fitness Area	Lap Lanes
Weight Room - Strength Training	Arts & Crafts
Strength Training for Women	Culinary Arts Demo Kitchen
Group Fitness Rooms	Warm Water Therapy Pool
Second Gymnasium	Multi-purpose Space/Classrooms
Basketball	Meeting Event Space
Pickleball	Rock Climbing Wall
Any of the above	Indoor Turf Fields
None of the above	Indoor gathering spaces - unstructured

Commonalities
of side-by-side
results

Estimated cost per sq. ft.

Recent Estimated Costs (Sq. Ft.)

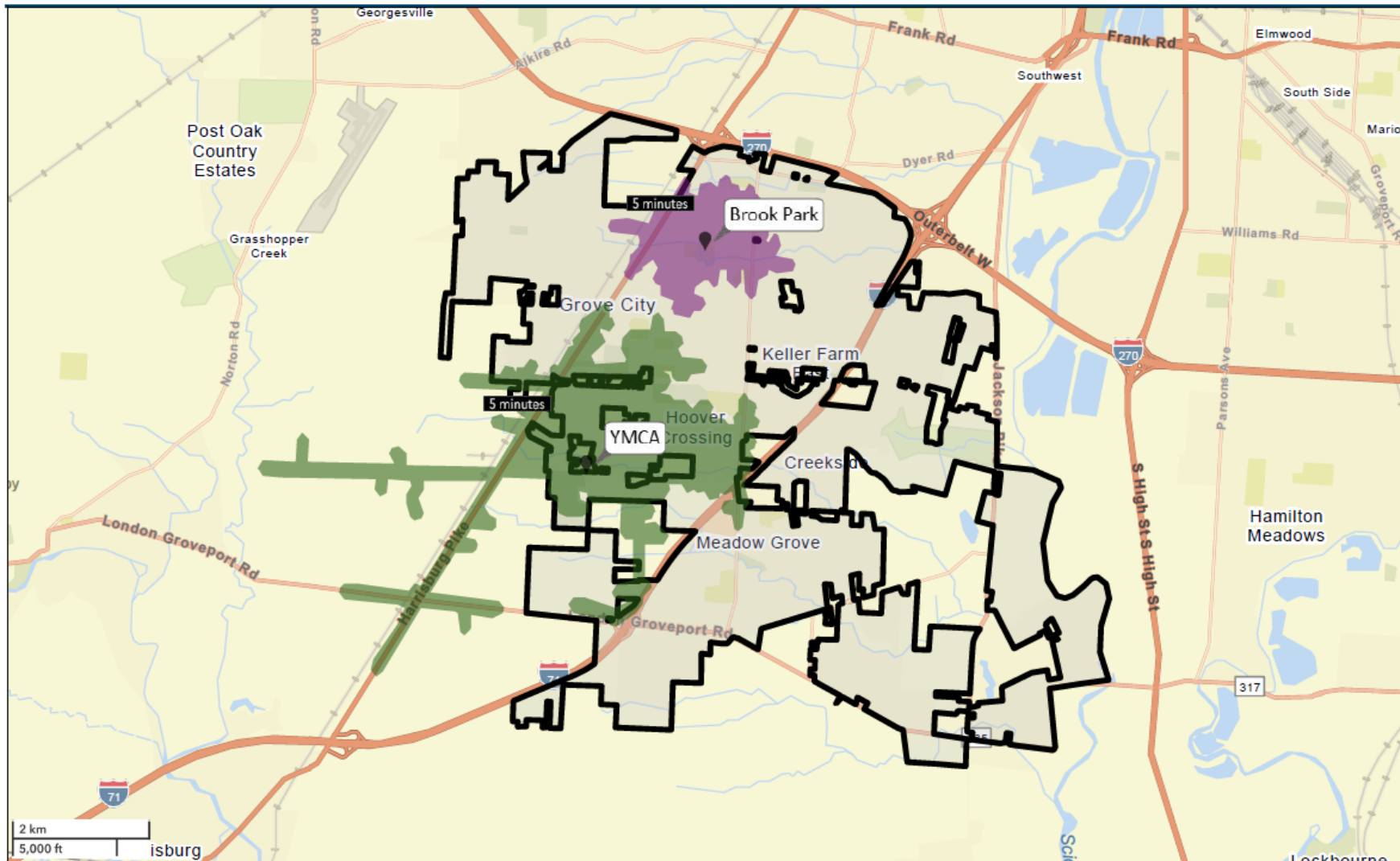
Factors	Low	High
Cost per Sq. Ft.	\$421.00	\$685.00
Cost of 88,200 Sq. Ft.	\$37,132,200.00	\$60,417,000.00

NOTES:

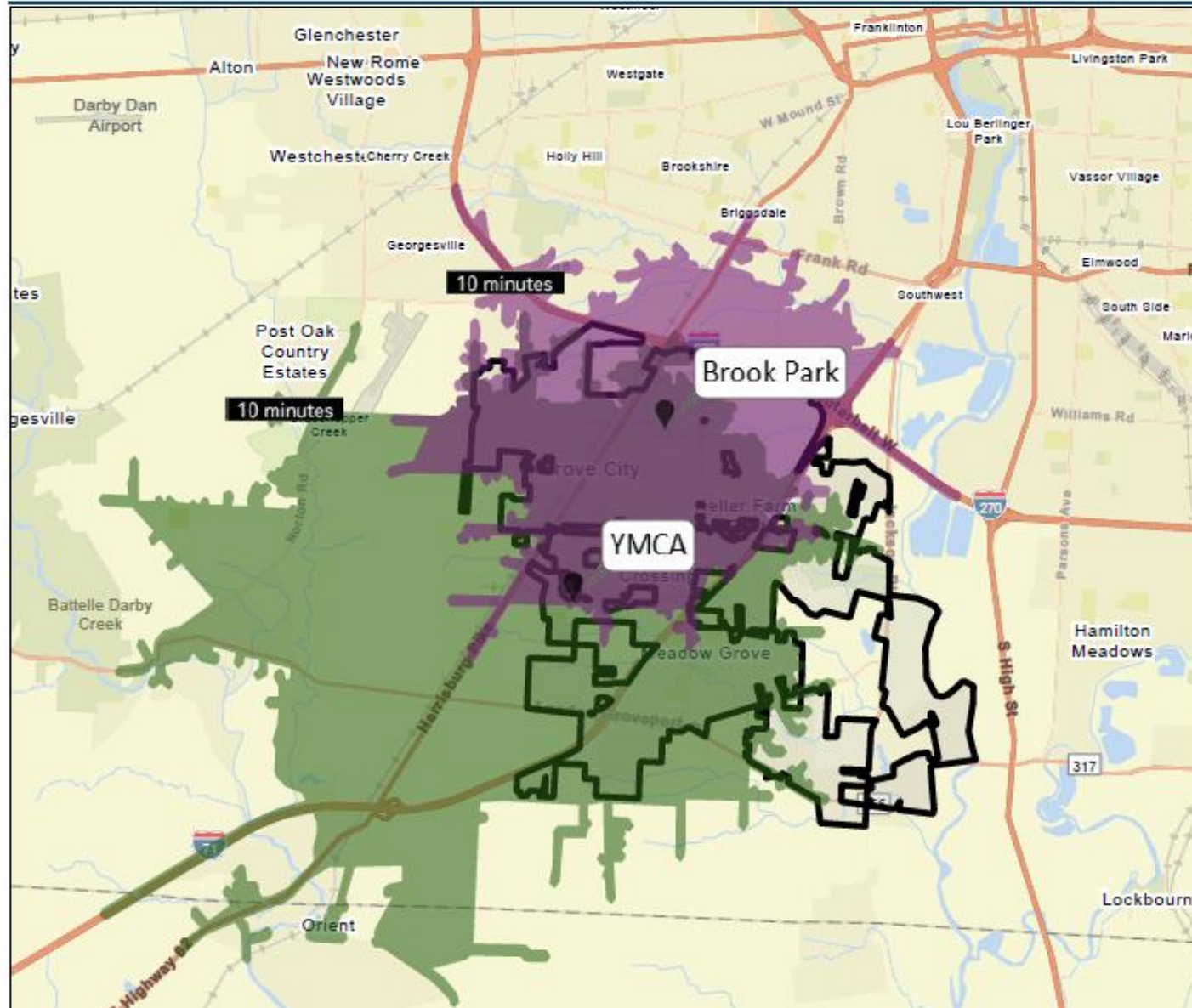
1. Costs are all-in (hard and soft costs).
2. Cost are anticipated to fluctuate based on future economic predictions.
3. Cost per sq. ft. depends on when constructed, size and type of spaces included, and quality of furnishings and fixtures.

Five & Ten-Minute Drive Times





Five-Minute Drive Time



Ten-Minute Drive Time

Next Steps

- Site Selection
- Conceptual Design (Optional)
- Partnership Identification
- Estimated Capital Cost
 - Range – Price/SF
- Operation & Revenue Plan
- Final Report



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FOR SOCIAL RESPONSIBILITY

Grove City Community Center Discussion 6.10.24



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Grove City YMCA

- **Chad Frush:** Grove City resident, Chair - Grove City Advisory Board
- **Jason Buckley:** Grove City resident, Board member - Grove City Advisory Board
- **Cory Hughes:** Grove City resident, District Vice President - YMCA of Central Ohio
- **Garry Linn:** Chief Operating Officer, YMCA of Central Ohio



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Grove City YMCA

Impact Story



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Grove City YMCA 2023 Impact Report

- 12,085 Individuals improved their well-being through membership programs and services
- 222,000+ visits to the Grove City YMCA
- 4,421 total Senior Members staying active and social at the Y
- 400 children learn to swim and are safe around water
- 409 children gained confidence and learned teamwork through youth sports programming



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Grove City YMCA

Grove City Market Study

Summer 2023

- 600 responded to market study
- Results indicate 4,976 new HH have either great deal of interest/a lot of interest in joining the YMCA if facility was expanded
- Current Grove City YMCA membership: 2,957 HH (12,522 total people)
- Expanded amenities include: *Indoor fieldhouse with turf field, new indoor/outdoor fun pool, lazy river, expanded wellness floor, second gymnasium, expanded place for senior activities*



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We Believe:

Best solution for Grove City community:

City of Grove City and the Grove City YMCA working together to bring greater resources, amenities, services, programs and impact to Grove City residents.